

Here Is Any Government Urges You To Do Your Christmas Buying Early

A strong appeal for early Christmas shopping has been issued by the St. Louis woman's committee of the Council of National Defense. The appeal follows:

"The government is appealing to you to help maintain our Christmas and not hinder our business of fighting the war."
 "Women do the greater part of Christmas buying—hence to them the government is sending this appeal."
 "Buy early—before Nov. 15 if possible."
 "Labor is scarce and must not be overworked. Merchants have been pledged to engage no extra help or increase their hours of labor."
 "Buying in November will help this labor problem."
 "Buy useful gifts. Let your purchase be a useful thing to start with, then make sure your friend can or will use it when it is received."
 "Eliminate all the useless and unnecessary giving this year. Uncle Sam needs his materials for the snivels of war."
 "This does not mean toys—you may buy toys."
 "Ship as little as possible, either by express or mail. Ship only the lightest articles possible and ship early—nothing after Dec. 5."
 "The government will accept no gifts for foreign delivery after Nov. 15."
 "The government needs the railroads for war work, and hopes to this avoid congestion."
 "And in your own community, carry your own bundles and deliver your own packages."
 "By obeying these instructions you will be helping solve one of the government's most serious problems of the day and still maintain your holiday cheer."

SHOP NOW, PLEASE OF CITY DEALERS IN XMAS GOODS

Wholesale Deliveries Have Been Made—Stores Are Ready to Take Care of Christmas Trade.

EXTRA CLERK HIRE PLACED UNDER BAN For This Reason Government Urges Early Purchases Thereby Precluding All Last Minute Rushes.

Wholesale deliveries of holiday goods have been completed and Memphis merchants are ready for the swarm of Christmas shoppers. The government's admonition of "shop now" is being heeded.

Flowers, secretary of the Memphis Associated Retailers, declares there is hardly a store in Memphis that has not in its fall window displays of Christmas specialties, and warns the public that nothing new will be placed on the market between now and Christmas.

"The retailers are doing their best to aid the government in its effort to prevent general congestion of mails, express deliveries, freight and the railroads in general that always has attended Christmas time," she stated. "In the past, the retailers have carried out the thought that right now is the best time to do Christmas shopping and the shops have been open for a week or more."

Shop Now.
 "Because of the vast amount of war material and other shipments for government purposes that are constantly going over the railroads, the federal authorities have been responsible for the 'shop now' campaign. The officials feel that if the usual amount of Christmas shipments are spread over a period of several weeks instead of being piled up in the last few days before Christmas a great relief will be afforded the railroads."

"There is another bit of propaganda that is not so easy to explain," stated Secretary Flowers. "This is the demand that only useful presents be given. This immediately gives rise to the question of what is useful. The retailers will tell you that toilet water is useful. The shoe man and the clothes man will tell you that shoes and clothes are useful. The shoe man and the clothes man will declare their goods are useful and should be included in the list of appropriate Christmas gifts."

"As a matter of fact, I suppose that the degree of usefulness of a gift depends largely upon how great the desire of the purchaser may be. About the only thing that the Christmas shopper can do in this case is to follow his own judgment and let his purse and his conscience be his guide."

Bar Special Clerk.

"The ruling of the war industries board that retail stores for the Christmas trade are not to increase their sales force has been moderated to a certain extent and all stores will be allowed to employ as many salesmen or saleswomen as were required to operate the business in November, 1917. This will mean that it will be permitted that extra sales people be employed for Christmas rush and that the general air of hurry and bustle will not be absent from the shopping district this year."

"Of course some belated shopping is to be expected, and as a consequence the stores probably will be busy as usual up until Christmas eve," the secretary concluded. "But the constant urge of advertisements in the morning papers, all pleading for early shopping, should have its effect, and the big wave of Christmas buying should all be out of the way weeks before the coming of Santa Claus."

The following resolution has been unanimously adopted by the executive committee of the American National Retail Jewelers' association, to-wit:

"Whereas, The members of the American National Retail Jewelers' association sincerely and earnestly desire to co-operate fully and freely with the government of the United States in its war program, and

"Whereas, The members of this association have viewed with much gratification the recent modification of the position originally taken by the council of national defense in the matter of Christmas giving

"Now Therefore Be It Resolved, that the executive committee of the American National Retail Jewelers' association do hereby pledge themselves, and likewise respectfully urge upon every member of this association, that they do hereby pledge themselves, to the utmost loyalty and support, and to that end do specifically urge upon each and every member of this association that we unitedly adhere to the following conditions, to-wit:

(1) That we undertake not to increase our working force by reason of the holiday business, over and above the average force employed at other seasons of the year.

(2) That we undertake not to increase the normal working hours of our employees during the Christmas season.

(3) That we undertake to foster and encourage in every consistent manner the spirit of early Christmas shopping and notify our respective communities that loyalty to our government and its requirements demands that the Christmas shopping period be spread over the months of November and December.

(4) That we undertake to encourage the purchase of timely gifts, the usefulness and permanent character of which are so marked a feature of our industry, and to discourage the practice of engraving our merchandise.

(5) That we further undertake to restrict our deliveries of merchandise to the minimum degree and, to that end, encourage the carrying of their own packages by our customers wherever possible and, furthermore, to exert every endeavor to avoid a congestion of the transportation facilities of the country in the month of December.

"And Be It Further Resolved, that copies of this resolution be forwarded to the council of national defense and

Making Christmas Merry for the Children

Like all anniversaries, Christmas recalls old pleasures, sweet memories and vanished friendships. This year these feelings are more intense because of the many thoughts we have of loved ones "over there." Great indeed will be the effort to bridge the gap between this holiday season, between these days of anxious hopes and the happy times we used to know. But it behooves to right about face, if only for one short day, and recall vividly to our minds that precious early faith in the gloriousness of life which was our birthright, and which we can never recall, however hard we may try. It is our urgent duty to remember that we owe it to our children, this filling their hearts with memories which will cheer them throughout their lives. They feel now as we once felt, they have the same hopes and believe just as earnestly, and their vision of the future is clear and rosy. We must help them to keep it so, to firmly establish in their hearts a beautiful conception of a beautiful day. We can not conceal the fact that Christmas isn't what it used to be in bounty and cheerfulness, but we can make up for it in keeping the spirit and in helping the kiddies to keep it as long as possible in the poetic and ideal side of the Nativity.

Nothing so creates happiness as the sharing of it. It is the peculiar property of all true pleasures to grow as they are distributed. So young minds may early learn the value of this truth, by being shown that the surest road to attaining contentment is to make others happy by their selfishness and sacrifice.

Some dear little children are planning a community Christmas. They are saving their extra pennies and have asked their parents to give them, instead of presents, the money they would spend for them and for the other family gifts. These young patriots are fitting up baskets of food and little toys for the charities in their home town, and on Christmas morning they will aid in distributing them. For their celebration they have arranged a cantata, and in their spare moments they practice earnestly. There will be no caparished hobby horses, no flaxen-haired French dolls, so far as the children know. But there is pretty sure to be a real surprise for them when the day is over, though they are firm about not wanting any toys or "extraneous" things, as one youngster said to his mother. What a wonderful

storehouse of memories those children are building, what characters they will have when they have attained their growth! Their parents will have to introduce a string of popcorn and a little farleton bag or two, just to keep their little hands in. At any rate, they have surrendered self in a beautiful way that sets a worth-while example for their elders.

Another group of families has a unique scheme on foot, which not only prearranges a happy day for the children,

but which will also keep the older members of the family from feeling too keenly the sight of empty chairs. These neighbors will have breakfast and a tree for the children at one home. When the excitement is over they will all climb into their cars and spend the whole day, except for a brief rest for a basket lunch, in taking less fortunate children for rides. In the late afternoon a Hooverized meal will be prepared at another home, and the day will end with an old-fashioned evening

German Terms When It Looked As If Victory Were Sure

ST. LOUIS, Mo., Nov. 5.—When Germany thought that her army had won the world war there was much speculation in that country as to the terms of settlement. One of the statements that were made public was that of Count Roon, a member of the Prussian upper house and a pan-German junker, made on July 1, 1918. His idea of a settlement with the allies included:

Germany is entitled to the following terms because of its strength, and until they are realized there should be no armistice:

Annexation of Belgium. Annexation of the entire Flanders coast, including Calais. Annexation of the Brie and Longwy basins and the Toul, Belfort and Verdun regions eastward.

Restitution to Germany of all her colonies, including Kiao Chow.

Great Britain must cede to Germany such naval bases and coaling stations as Germany designates.

Great Britain must give Gibraltar to Spain, cede its war fleet to Germany, give Keyat and the Suez canal to Turkey.

Greece must be re-established under former King Constantine, with frontiers as before the war.

Austria and Bulgaria will divide Serbia and Montenegro.

Great Britain, France and the United States must pay all of Germany's war costs, the indemnity being a minimum of \$5,000,000,000.

They must also agree to deliver raw materials immediately.

France and Belgium must remain oc-

cupied at their expense until these conditions are carried out.

"Keep these in mind when Germany asks for a 'peace of justice'."

Big Sum to Be Spent TO CONVERT HOSPITAL

CHICAGO, Nov. 5.—Three and a half million dollars will be spent in converting Fort Sheridan, Ill., into one of the largest base hospitals in the country, and the work of changing the brick barracks into wards already is under way.

The main section of the picturesque north shore army station will be used for the general hospital, which will contain 4000 beds, when completed, six months hence. Six and a half hundred American soldiers from France will begin arriving at the hospital within a month.

"It is an ideal place for convalescents," said Maj. F. S. Proxmire, medical reserve corps, who is directing the hospital work at Fort Sheridan. "The grounds, with the bluff overlooking the lake, will be real medicine to the men."

CLEANS GLOBES TO PINCH KAISER'S NOSE

GREEN BAY, Wis., Nov. 5.—Green Bay citizens were startled when Mrs. Cecily Beaumont, armed with a box of soaps and cleaning rags, passed from corner to corner in the downtown district cleaning her nose.

She is one of five women doing this work here.

"It won't be long until women are doing every sort of work that men have been doing," said Mrs. Beaumont. "Every time I clean one of these globes I pinch the Kaiser on the nose, and if it annoys him I would just as soon clean globes every day of my life."

Rules for Mailing Xmas Packages to U. S. Soldiers Now Serving Overseas

Only one package may be sent to each man, enclosed in a standard carton furnished by the Red Cross.

No parcels may be mailed after Nov. 15, 1918.

The label issued to the man overseas by the army authorities and forwarded by him to some relative or friend in this country will entitle the holder to apply to the local Red Cross organization for one carton.

The cartons must be packed by the relatives or friends and delivered unwrapped and unlabeled to the Red Cross to be weighed, inspected, wrapped, labeled and delivered to the postoffice.

No package may weigh more than three pounds.

The sender must furnish the necessary postage from place of mailing to Hoboken, N. J.

Each parcel must bear the label received from abroad, with the name and address of the soldier and inspection label of the American Red Cross.

Inspected parcels must remain in the custody of the Red Cross until delivered by its representatives to the postoffice.

In the event of a Christmas parcel label being lost, no duplicate can be issued. This rule cannot be altered by anybody.

REJECTION OF ALL HUN-MADE TOYS URGED BY FIRMS

Big Firm of New York Turns Back Huge Shipment Purchased Before War—Will Push American Goods.

Ever widening ripples of indignation are spreading as a result of the announcement that a shipment of German-made toys had arrived on the New Amsterdam. The names of seven consignees have been announced, and one of these, Butler Bros., has refused to accept the goods.

The Toy Manufacturers of the U. S. A., an association of toy manufacturers, met at the Hotel Mayfair recently and adopted resolutions approving the attitude of Butler Bros.

It is the opinion of Fletcher B. Dodge, secretary of the association, that this shipment is an attempt to feel out the sentiment of the American people, in order that Germany may know how to push her "trade when peace is declared."

It was pointed out Saturday by a man prominent in toy circles that all through the war, a few retailers, who admittedly one of the leaders in his line, has been selling goods of German origin. This man, it is said, had a large stock of German-made products when America entered the war, and probably acted as a channel through which some importers, caught with a large amount of German-made toys, which they could not dispose of, cleared out their surplus stocks. It is said that he has not in an eager bid for a share of the emigration just arrived.

Walter Scott, vice-president of Butler Bros., made the following statement: "We have refused to accept the shipment of German-made toys and china which has come to us from Holland without notice though these goods were bought and paid for prior to the war."

He said that the following statement: "We will have no German-made goods in our stock."

For many years prior to 1914, Butler Bros., like many other jobbers in this country imported toys and china made in Germany and Austria.

In the spring of 1914, prior to the declaration of war, we made our usual annual purchase of toys and china in Germany for our five houses, paid for the goods, as was our custom, and had them forwarded to Rotterdam in the spring of that year for ocean transportation.

"Our total purchase that year amounted to a considerable volume, a

number of cases containing our merchandise reached us and a great many other cases containing our property were held in Rotterdam. It was impossible for us to move them because of war conditions.

"Long ago we eliminated these goods from our catalog, charged them off our books, accepted our loss and forgot all about them."

"We were surprised this week to learn that 100 cases containing German toys and china consigned to us, had been received at this port, via Holland-American line."

"We have, therefore, notified the government, through the proper channels—the custom house officials—that Butler Bros. will abandon the consignment and will not accept delivery of these formerly imported from Germany."

"We feel that Germany's willingness to permit these goods to come safely to us is prompted by a desire to rehabilitate herself in this market."

"Butler Bros. have set themselves against the German propaganda designed to reintroduce into America German-made toys and china."

"American manufacturers have succeeded so well that today America does not need German-made goods, and Butler Bros. will in no way encourage the German propaganda designed to play German-made goods back in the American market."

MILITARY JEWELRY FAVORITE THIS YEAR

Military jewelry is the favorite for Christmas gifts this year among those who are heading the "shop early" advice, according to managers of the local jewelry stores.

Service pins in gold and silver, army and navy rings, and service star rings are greatly in demand, they say. Military wrist watches for the boys at the training camps, and gold wrist watches for the girls they leave behind are also very popular.

Less money will be used by the jewelry stores for Christmas decorations this year than ever before, local jewelers said Thursday morning, as they have spent so much advertising the "shop early" movement so that the malls of the nation will not be congested by the huge holiday traffic in December.

Instead of the usual decorations of holly, evergreens, etc., two of the largest stores are going to use only the national colors, with the flags of America and her allies. This, they say, is the most appropriate decoration for a war Christmas.

A Genuine Pianola for Christmas



A piano has always been necessary in every home.

Most parents with the proper interest in the welfare and culture of their children have them taught music just as soon as they are old enough to learn.

The parents themselves need music even more than their children.

The genuine Pianola provides a regular piano for music lessons and is also a wonderful instrument which every member of the family can play—and play with all the skill and enjoyment of a finished musician with but little interesting practice.

The mere listening to music is enjoyable and beneficial, but the personal production—as with a Pianola—is many times more interesting and far better.

In no other purchase will the same amount invested yield such immediate and lasting returns.

Solitude is a thing unknown in the home where there is a genuine Pianola. Theaters may close, automobiles stop running, golf prevented by the weather, social calls precluded by illness or other reasons, but the genuine Pianola is as staunch and true as a lighthouse in its function of preventing wrecks of thousands of hours and more serious mental strains.

Buy Now Before the Government Tax Is Effective

The genuine Pianola has the word "P-I-A-N-O-L-A" on the fall board.

Exclusive models are:

Steinway	Weber	Steck
Wheelock	Stroud	Houck
Aeolian and the marvelous Duo-Art		

HOUCK

O.K. HOUCK PIANO CO.
 ONE PRICE—NO COMMISSION.

Sole Representatives for the Genuine Pianola

MEMPHIS NASHVILLE LITTLE ROCK

Your Silent Piano Taken in Part Payment
 Convenient Terms If Desired